

EL DORADO COUNTY BOARD OF SUPERVISORS AGENDA ITEM TRANSMITTAL

Meeting of
October 24, 2006

AGENDA TITLE: Award of Request for Proposals for Promotions Funds

DEPARTMENT: Chief Administrative Office

DEPT SIGNOFF:

CAO USE ONLY:

CONTACT: Sue Hennike

DATE: 10/18/2006

PHONE: 5577

C-Use

DEPARTMENT SUMMARY AND REQUESTED BOARD ACTION:

1) Award the Promotions Fund Request for Proposals as follows: El Dorado Arts Council in the amount of \$97,850; El Dorado County Chamber of Commerce Film Commission in the amount of \$107,150; El Dorado County Chamber of Commerce Visitor's Authority Council in the amount of \$170,000; El Dorado Hills Chamber of Commerce in the amount of \$40,000; Cameron Park Community Services District in the amount of \$25,000; 2) Authorize the Chief Administrative Officer to negotiate agreements with the above organizations in the amounts specified, noting that the contract with the El Dorado County Chamber of Commerce for the Film Commission and Visitor's Authority will be retroactive to October 1, 2006; and 3) Authorize the Chair to sign such agreements subject to approval by County Counsel and Risk Management approval.

CAO RECOMMENDATIONS:

*Recommend approval. Laura A. Gill
10/18/06*

Financial impact? Yes () No

Funding Source: Gen Fund () Other

BUDGET SUMMARY:

Other:

Total Est. Cost		\$440,000.00
Funding		
Budgeted	\$440,000.00	
New Funding	_____	
Savings	_____	
Other	_____	
Total Funding		\$440,000.00
Change in Net County Cost		

CAO Office Use Only:

4/5's Vote Required () Yes (No)
Change in Policy () Yes (No)
New Personnel () Yes (No)

CONCURRENCES:

Risk Management _____
County Counsel _____
Other _____

***Explain**

BOARD ACTIONS:

Vote: Unanimous _____ Or

Ayes:

Noes:

Abstentions:

Absent:

I hereby certify that this is a true and correct copy of an action taken and entered into the minutes of the Board of Supervisors

Date: _____

Attest: **Cindy Keck, Board of Supervisors Clerk**

By: _____

***El Dorado County
Chief Administrative Office
Interoffice Memorandum***

DATE: October 18, 2006
TO: Board of Supervisors
FROM: Laura S. Gill, Chief Administrative Officer
SUBJECT: Award of Request for Proposals for Promotions Funds

Chief Administrative Office recommending the Board:

- 1) Award the Promotions Fund Request for Proposals as follows: El Dorado Arts Council in the amount of \$97,850; El Dorado County Chamber of Commerce Film Commission in the amount of \$107,150; El Dorado County Chamber of Commerce Visitor's Authority Council in the amount of \$170,000; El Dorado Hills Chamber of Commerce in the amount of \$40,000; Cameron Park Community Services District in the amount of \$25,000; and
- 2) Authorize the Chief Administrative Officer to negotiate agreements with the above organizations in the amounts specified, noting that the contract with the El Dorado County Chamber of Commerce for the Film Commission and Visitor's Authority will be retroactive to October 1, 2006; and
- 3) Authorize the Chair to sign such agreements subject to approval by County Counsel and Risk Management approval.

Reason for Recommendation:

In April, 2004, the Board set forth a process for the distribution of promotional funds for the purpose of marketing and advertising the tourism, cultural, and recreational assets of El Dorado County. Approximately 50% of Hotel/Motel Tax Revenue is allocated to the County's Promotion Program and the funding is awarded through a competitive Request for Proposal (RFP) process.

The approved FY 2006-07 Budget appropriates \$440,000 to be awarded through the RFP process. Procurement and Contracts issued the RFP and the responses were reviewed and evaluated by the El Dorado Economic Advisory Committee and the Chief Administrative Office. Applicants were rated on the performance goals in the submitted proposal, quality of programs proposed, and the leveraging of County funds with other revenues.

A summary of the programs to be funded follows:

El Dorado Arts Council- \$97,850 to fund the continuation of the "Art's Alive! Program", including the Summer Concert Series, Coloma Blues Live, and an Evening in Art.

El Dorado County Chamber of Commerce Film Commission- \$107,150 to fund the continuation of marketing program to attract the film and commercial industry to El Dorado County.

El Dorado County Chamber of Commerce Visitors' Authority Council- \$170,000 to fund the continuation of Countywide marketing programs to increase tourism in El Dorado County.

El Dorado Hills Chamber of Commerce- \$40,000 to fund the "The Art Affair", to be held May 13-14 in Town Center, featuring fine art, entertainment, and wine tasting.

Cameron Park Community Services District- \$25,000 to fund the collaborative efforts of the Community Services District, the Shingle Springs-Cameron Park Chamber of Commerce and CAL Internet Services to develop a website directory of all area businesses, community events, and community resources.

Fiscal Impact: The amount of \$440,000 is budgeted in the Promotion Fund for this purpose.

Net County Cost: There is no change to net county cost.

Action to be Taken Following Approval: The Procurement and Contracts Division will prepare contracts with the awarded entities for execution by the Chair;

